SMS Privacy Policy

Effective date: November 5, 2026

Salem Dentistry (Salem Dentistry PC; “we,” “us,” or “our”) respects your privacy. This policy describes how we collect, use, and protect information in connection with our patient-initiated GoTo SMS messaging service. Automated appointment reminders are managed separately through Dentrix and are not part of this GoTo messaging program.

Information We Collect

When you initiate a text conversation with Salem Dentistry PC through GoTo, or otherwise communicate with our office about this SMS service, we may collect:

- Your mobile phone number, name, and contact information that you provide;
- Your consent or opt-in and opt-out preferences for SMS messages;
- Your SMS messaging history and replies;
- Basic appointment or scheduling information needed for office communications.

How We Collect Your Information

We collect this information when you provide it to our office (including by phone, patient forms, or other direct communications) and when you exchange text messages with us through our messaging service.

How We Use Your Information

We use your information to respond to text conversations you initiate about scheduling, rescheduling, office hours, and general inquiries; maintain messaging preferences; and operate and support our SMS service. We do not use GoTo to send unsolicited messages, automated appointment reminders, or marketing or promotional texts.

Your Choices and Controls

You may opt out of SMS messages at any time by replying STOP. You may receive a final confirmation message. Reply HELP or call 562-435-8339 if you need assistance. You may also ask us to update your contact preferences.

SMS Consumer Data and Third-Party Sharing

Consumer data, including mobile phone numbers, SMS consent and opt-in/opt-out data, and related messaging information, is not transferred to external organizations except as needed to provide and support our SMS messaging service or as required by law. Authorized messaging service providers may process this information only as needed to deliver and manage our text messages.

We do not sell, share, or transfer consumer data, including mobile numbers, SMS consent data, or related messaging information, to third parties or affiliates for marketing or promotional purposes. This restriction applies even where a consumer has otherwise given consent, to the extent such transfers are prohibited.

Protection of Information

We take reasonable administrative and technical measures to help protect personal information against unauthorized access, use, and disclosure. Standard SMS text messages are not guaranteed to be secure; please do not use SMS for sensitive health information or emergencies.

Policy Updates

We may update this SMS Privacy Policy as our services or legal requirements change. When materially updated, the revised version will show a new effective date and be made available upon request or where the policy is posted.

How to Contact Us

Message recipients can contact Salem Dentistry directly with questions about SMS messages, privacy, or their data:
Phone: 562-435-8339
Email: admin@salemdentistrylongbeach.com
Address: 823 Atlantic Ave., Long Beach, CA 90813
Website: https://salemdentistrylongbeach.com/
For SMS assistance, reply HELP to any message; to opt out, reply STOP.

Related Terms

For messaging frequency, carrier charges, and instructions on opting out, please review the accompanying “Salem Dentistry SMS Terms and Conditions.”